

PROFILE OF A SOCIAL MEDIA MANAGER



ONLINE
INITIATIVE

REMOTWORKCERTIFICATE.COM



NATIONAL AVERAGE SALARY

\$66,000 PER YEAR



\$ = \$1,000

RANGES FROM

\$35,000 - \$115,000

JOB DESCRIPTION



A **social media manager** is responsible for the activity of the social media account of an individual or business. This includes the consistent strategy, design, and distribution of posts on Twitter, Instagram, LinkedIn, and Facebook that will drive traffic to the account and result in the growth and engagement of followers.

SOFT SKILLS

- ☐ Relationships & Teamwork
- ☒ Logistics & Organization
- ☒ Strategy & Critical Thinking
- ☒ Writing & Communication
- ☐ Research & Mechanics
- ☒ Aesthetics & Design
- ☐ Technology & Innovation

SUGGESTED TOOLS

- **Social Media Management:** Buffer, Hootsuite
- **Design:** Animoto, Canva, Adobe Creative Suite
- **Advertising:** AdRoll, Google Ads, social media advertising e.g., Facebook, Instagram
- **Search Engine Optimization (SEO)**

TYPES OF SOCIAL MEDIA MANAGERS

- Hashtags
- Networking
- Growth Tracking & Reporting



- Product Promotion
- Content Marketing
- Graphic Design



- Customer Service
- Publicity & Brand Exposure
- Market Research

CAREER PATH



CO-AUTHORS Paul Hill, Utah State University Laurel Farrer, Workplaceless

Utah State University is an affirmative action/equal opportunity institution.

BUFFER

Brian Peters, Strategic Partnerships Manager

buffer.com



INFORMATION SOURCE